

This Big Store Has a Hearty Welcome for All Visitors to the State Fair

We look forward, year after year, to Fair Time. To us it seems like a grand home-coming, when cherished acquaintanceships are renewed, for scores of our very best friends call on us season after season at this period. To-morrow and throughout this week our aim and ambition will be to make welcome all strangers within our gates. This reliable old store will be placed at the disposal of our visitors, and every comfort or convenience that we have to offer will be yours to enjoy in full measure. Let us help to make your visit truly enjoyable.



To depart immediately from the spirit of hospitality to commercial relations is not altogether the purpose of this paragraph, but since many of those who will be our guests this week have decided to do their Fall Shopping while in Richmond, we feel that it is a part even of the spirit of helpfulness to suggest that Cohen's is a Richmond Institution that has served the people of Virginia for over sixty years, and that every standard of Upright Dealing and Integrity of years bygone is carefully fostered by the present generation.

A Fashion Show to Demonstrate Our Leadership

Proving Beyond Doubt That "Style-Specialization" Costs You Nothing and Often Saves You Much

In conjunction with the spirit of Fair Week and the demands generally manifested in relation to her wardrobe for Fall and Winter, the woman who is anxious to appear to best advantage—whose ambition it is to dress in the height of fashion without appearing extravagant—will turn with interest to the importance of this Demonstration of "Style-Specialization" through which Quality is magnified by attractive prices.

Suits of Ultra Distinction Dresses You'll Enthuse Over

—Every variation between the severe tailor-made garment and the most ultra-fashionable Suit finds representation in this category. Refined trimmings add to the tone of individuality, and the very style that you have set your heart upon is here in choose from. Materials include Duvet de Laine, Silvertone, Velour, Tricotine, French Serge, Poplin and Gabardines, and colors embrace Taupe, Brown, Navy, Black, Green, Purple, Beige, Algerian Red and Tan. Prices graduate from:

\$25.00 Up to \$125.00

Suits at \$35.00 Suits at \$49.50

The description of one will intimate the collection as a whole: Made of fine All-Wool Serge, Demi-Tailored, trimmed with Braid and lined with good satin. Others just as charming can be had in Gabardine, Velours, Serge or Poplin—and stylish stouts are included \$35.00

Make comparisons and shop about town. To do so will only strengthen your confidence in the values we shall feature this week. At the price mentioned you will share the latest styles in Poiret Twills, Dependable Velours, Tricotine, Duvet de Laine, Broadcloth and Serge \$49.50

—Paris conceived many of the styles that are reflected in Fashion's Mirror, and New York either perfected, adapted or copied them in order that Milady American, even at average cost, might share the satisfaction of knowing that her taste has the approval of her European sister. Special interest centers in those of Satin, Tricolette, Georgette Crepe, Velour, Serge, Jersey and Tricotine. Is your favorite color Taupe, Black, Navy, Tan, Brown, Algerian Red or Wine?

\$16.95 Up to \$99.50

Dresses at \$25.00 Dresses at \$45.00

Not a mere hand-drawn, but a representative showing in styles adapted to Afternoon or Street Wear. The Trimmings are finer than we usually find on Dresses at this amount. There are Serge, Satin, Georgette and Jerseys to select from in all colors and sizes \$25.00

Latitude is measured here by variety in the extreme. Does your fancy suggest Tricolette, Jersey, Tricotine, Satin or Georgette? All these materials are placed at your disposal, either in Navy, Fawn, Henna, Reindeer, Taupe, Brown or Black. Fringe Trimmings are pronounced. \$45.00

Dainty Blouses Not Expensive

—Difficult to split favors or to determine which of the many beautiful Blouses ready for your approval will win your undivided attention. Extremes, if you please, are compromised between the highly trimmed affair and the most subdued model. Beading is a close rival to dainty Tucks and touches of Fine Embroidery carefully applied. Best selection is represented in Crepes de Chine, Georgette Crepes, Taffetas, Peau de Soie and Volles. Any price you care to pay between:

\$2.98 Up to \$25.00

Waists at \$5.00 Waists at \$7.95

From every standpoint—Style, Quality and Value—these beautiful Waists in Georgette Crepe, in Flesh Color and White, deserve more than casual consideration. All are effectively trimmed. Feature values at \$5.00

Stunning Georgette Waists that show Tucked Fronts, New Rolling Collars and New Sleeves, some partial to colored embroidery. One thing is certain—the equal of these Blouses would be difficult to duplicate \$7.95

The Last Word in New Coats

—Variety rules with a master hand in relation to the new Coats. Do you require a Coat that must combine Service and Style, or does your fancy suggest a garment that has no duplicate, and is therefore really Exclusive? Both types are represented here in Bolivia, Velour, Silvertone and Pom-Pom. And the colors are none the less interesting—Taupe, Burgundy, Black, Navy, Pekin Blue, Brown and Green. The use of Fur harmonizes with every prevailing demand. Prices:

\$25.00 Up to \$110.00

Coats at \$35.00 Coats at \$59.50

Either with Fur collars or in Plain Tailored Styles, made of fine Silvertone, Velour, Broadcloth, Plush and Novelty materials in Brown, Sage, Joffre, Rookie, Taupe, Algerian Red, Navy and Black. Variety unlimited. \$35

Neither pen picture nor sketch could delineate the Coats at this price, in their true position. Of fine Bolivia, Velour, Silvertone or Pom-Pom, either extremely reticent or very bold in the use of fur trimmings. \$59.50

LEND They Fight LEND We Lend LEND

To-morrow Our Liberty Loan Booth on the Main Floor Will Be in Charge of the

Home Club for Girls

Mrs. C. H. Mason, President and Chairman.
Mrs. Sam Cohen, Gen. Chairman.

Annual Bedding Sale

EVERY prediction divines the most wonderful sale of Bedding ever inaugurated by this Store—yes, even in the history of Richmond itself. Regarding fine Blankets, consider that the Government demanded the entire output of some of the largest mills, and that no dealer or jobber has been able to secure more than 60% of his original order, few, indeed, securing even this percentage.

CONSIDER, further, that the Bedding contracted for this sale, 12 to 18 months ago, the orders being placed direct with the mills, enables us to announce savings that will average you 30% to 50% the prices that other stores are now asking. It will, indeed, be the early buyer—the quick shopper—who will derive most benefit from this important and wonderful Annual Sale of Bedding.



Wool Finished Blankets
—Those good heavy weights that are always considered big values, even at \$6.00 a pair; the 11-4 size will be offered to-morrow at, pair **\$4.95**

\$12.50 Fine Wool Blankets
—These will surely be in wonderful demand at the price that follows. 11-4 size, featured in fine fluffy lambs wool and relieved with fancy colored borders. Pair **\$10**

Beautiful Plaid Blankets
—One of the biggest feature items for the opening of our Annual Bedding Sale. Every pair of these usual \$7.50 values is wool finished. 11-4 size. Best colors **\$6.50**

Look, Bleached Sheets \$1.50
—Examine the quality of these Special Sheets, 81x90 inches in size, and also bear in mind that for the opening of this Annual Bedding Sale we will offer them at less than wholesale. **\$1.50**

Cotton Fleece Blankets
—Very good values at \$1.50 a pair, offered with pink or blue borders; special for the Annual Bedding Sale **98c**

45c Bleached Pillow Cases
—These in large sizes, free from dressing. Buy them Monday at... **35c**

Best Bleached Pillow Cases
—Made of firm round thread muslin, 42x36 inches in size. **23c**

11-4 Wool-Finished Blankets
—You may obtain these fine Blankets to-morrow at close to wholesale cost. Choice of White, Tan or Gray; per pair **\$5.98**

Excellent Crib Blankets
—Not a Blanket in the showing worth under 98c. All show the Cortex finish and come in assorted Mother Goose patterns, nicely boxed. Each **69c**

Beautiful Plaid Blankets
—\$17.00 values woven from California Wool. Assorted colors. Pair **\$14.50**

Extra Size Bed Spreads
—Excellent \$3.50 values that are certain to be in big demand for large beds. Assorted Marseilles patterns. At **\$2.69**

Cortex Bath Robe Blankets
—The handsome designs, the beautiful colorings, the wide range of styles to draw upon make these elegant Bath Robe Blankets highly desirable for Christmas Gifts. Some come with cord and tassel to match, and will enter the opening of the Bedding Sale, very special **\$4.98**

\$1.75 Crochet Bed Spreads
—Beautiful Marseilles patterns in the single-bed size. **\$1.39**

Excellent \$4.50 Comforts
—Large sizes, featuring pretty silkline coverings, for. **\$3.98**

\$3.50 Double-Bed Comforts
—Very heavy weight, filled with good quality cotton, at... **\$2.79**

California Wool Blankets
—A wealth of beautiful Plaid patterns, comprising Pink, Lavender, Blue, Yellow and Gray—11-4 size; worth \$15.00 a pair, but now **\$12.50**

A Very Special Item, Also
—Pillows filled with fine Goose and Turkey fluff—very difficult to distinguish from down—in this sale at **\$1.98**

New \$2.25 Bleached Sheets
—The celebrated "De Luxe" Brand, one of our most popular numbers; 81x90 inches in size, long wearing **\$1.98**

\$7.50 Extra Size Comforts
—These are shown with laminated cotton filling and have beautiful coverings. In the Annual Bedding Sale **\$6.50**

\$1.79 Fine Crib Comforts
—Go elsewhere and try to duplicate or approach such beautiful Crib Comforts under \$1.79. All are filled with soft cotton and come in rich coverings. Special for the opening of sale **\$1.50**

\$2.00 Feather Pillows
—Filled with sanitary feathers and covered with Art ticking. Annual Bedding Sale price **\$1.69**

A Special Lot of Pillows
—Filled with soft sanitary feathers and covered with good ticking. Very special at **89c**

\$3.50 Pure Down Pillows
—Large size, with fancy linen ticking **\$3.00**